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# Draft:Sorelle Ramonda

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**Sorelle Ramonda** is an Italian family-owned fashion retail company founded in 1954 in Alte Ceccato, part of the municipality of Montecchio Maggiore, Veneto,

## Sorelle Ramonda

| | |
|---|---|
| **Native name** | *Sorelle Ramonda S.p.A.* |
| **Company type** | Public (*Società per azioni*, S.p.A.) |

by Amelia Ramonda. [4] Amelia and her children Maria, Ginetta and Giuseppe developed the business from a small fabric trade into a major clothing retailer.

Since its foundation, Sorelle Ramonda has grown to operate 49 stores across northern Italy and Austria, along with an e-commerce platform. [5] The current president of Sorelle Ramonda is Giuseppe Ramonda, the Iast remaining member of the original family and of his eight siblings.

| | |
|---|---|
| **Industry** | Fashion retail |
| **Founded** | 1954 |
| **Headquarters** | Montecchio Maggiore, Vicenza, Italy |
| **Area served** | Italy; Austria |
| **Products** | Clothing, footwear, accessories, home goods |
| **Revenue** | €300 million (group, c. 2023)[1] |
| **Net income** | €557,216 (S.p.A. only, 2024)[2] |
| **Number of employees** | 512 (c. 2024)[3] |
| **Website** | www.sorelleramonda.com (https://www.sorelleramonda.com) |

# History

The company began in the immediate post–World War II period, when Amelia Ramonda bartered textiles and household goods across rural Alto Vicentino to support her family.[6] She subsequently moved from itinerant trade to a permanent retail location in Rosà.

In the early 1950s the family expanded operations with an additional fabric store. In 1954 they opened a first fixed outlet: a 30 m² textile shop in Alte di Montecchio Maggiore. the assortment expanded from fabrics to ready-to-wear clothing and fashion items. Subsequent milestones reported by company sources include a 450 m² store in 1959, a third store of about 2,600 m² in 1962, a 10,000 m² site acquired in 1972, and a 13,000 m² location added in 1992. The network grew primarily across northern Italy, later extending with two stores in Austria and one in Rome. Trade publications report that early expansion decisions were guided by the founders' experience and local market opportunities, rather than formal demographic analysis .[7][8]

Contemporary accounts describe the venture as a family enterprise: Amelia managed the business, Maria and Ginetta handled day-to-day sales and customer relations, and Giuseppe was responsible for administrative and purchasing duties. The trading name "Sorelle Ramonda" ("Ramonda Sisters") reflected the sisters' customer-facing role in the early years.[9]

In 2008, Giuseppe Ramonda was appointed a Cavaliere del Lavoro. The company launched its e-commerce site in 2010.

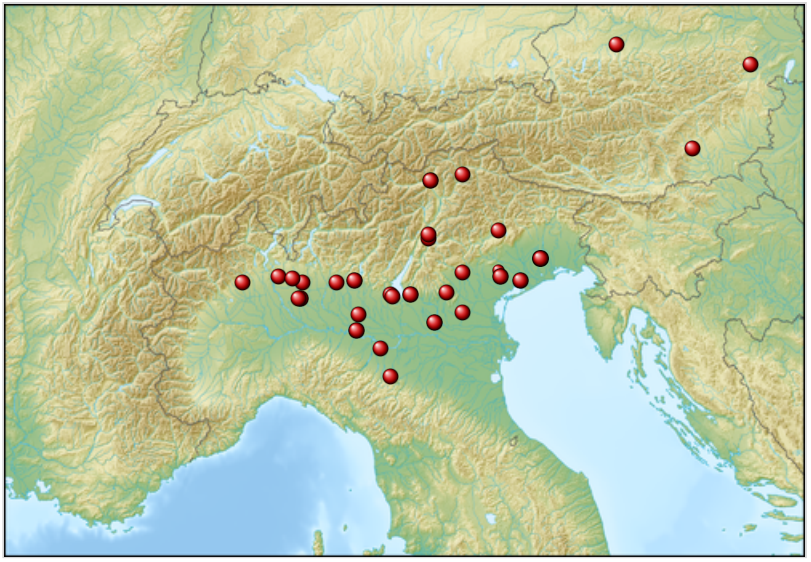
In 2022,Maria Ramonda left her entrepreneurial life, dying at the age of 94, leaving the activity to the rest of the family members.[10]

In 2024, the company marked its 70th anniversary and announced further expansion plans.[11] Trade publications note a gradual expansion of staff, supplier relationships, and store network over the long term .[6]

# Store locations

| Province/Region | Stores | Country |
|---|---|---|
| Veneto | 12 | Italy |
| Lombardy (*Lombardia*) | 12 | Italy |
| Piedmont (*Piemonte*) | 3 | Italy |
| Friuli-Venezia Giulia | 5 | Italy |
| Trentino-Alto Adige/Südtirol | 8 | Italy |
| Emilia-Romagna | 4 | Italy |
| Lazio | 2 | Italy |
| Upper Austria (*Oberösterreich*) | 1 | Austria |
| Lower Austria (*Niederösterreich*) | 1 | Austria |
| Styria (*Steiermark*) | 1 | Austria |
| **Total** | **49** | |

^ [7]



Sorelle Ramonda store locations (red markers; town centroids)

Store sizes typically range from 3,000 to 10,000 m². The largest store, located in Montecchio Maggiore, also houses the company's head office and warehouse.[12] The stores follow a department-store format, featuring branded sections and shop-in-shop layouts. The Ramonda Emporium in Alte, Vicenza, covering approximately 18,000 m² and featuring 30 branded areas, serves as the main store.

# Corporate structure

Sorelle Ramonda operates through a group of Italian and Austrian companies coordinated around the parent entity Sorelle Ramonda S.p.A.

These companies are namely:

- **Sorelle Ramonda S.p.A.** – Parent company of the group, based in Viale Trieste 45, Montecchio Maggiore (VI) .[13]

- **Centro Commerciale Ramonda S.p.A.** – Italian operating company responsible for a portion of the large-format retail network.[13]
- **Ramonda Abbigliamento S.r.l.** – Subsidiary managing selected apparel, home-textile and mixed-format stores.now we do the same with this one[13]
- **Soram S.p.A.** – Company overseeing a number of stores in Northern Italy, notably in Trentino-Alto Adige and Lombardia.[13]
- **Ramonda Tessile S.p.A.** – Entity associated with textile and home-related retail activities within the group.[13]
- **Vestire Ramonda S.r.l.** – Company operating regional stores, particularly in Veneto.[13]
- **F.lli Ganassin S.p.A.** – Fashion retailer integrated into the Ramonda group and active in various locations in Northern Italy.[13]
- **Ramonda Bekleidung GmbH** – Austrian subsidiary responsible for the group's retail operations in Austria, incluDing multi-brand and branded-format stores.[14]

# Operations

## Business model

Sorelle Ramonda is an Italian retail group, family-controlled and based in Montecchio Maggiore. It operates large-format multi-brand fashion stores alongside an e-commerce platform, offering a broad selection of branded apparel.[15]

The parent company, Sorelle Ramonda S.p.A., works together with several related Italian entities—including Centro Commerciale Ramonda S.p.A , Ramonda Abbigliamento S.r.l., Soram S.p.A. and Ramonda Tessile S.p.A.—each responsible for specific store clusters or product segments.[16] The group also operates in austria through Ramonda Bekleidung GmbH, which manages part of its cross-border retail network.[17]

Digital operations and Iogistics are coordinated across subsidiaries to maintain consistent assortments and service standards between physical stores and online channels.[18] Although its structure resembles a holding arrangement, the group does not function as a passive financial holding, as its constituent companies are directly engaged in retail, procurement and operational management.[12][19] [20]

## Human resources and training

As stated by company reports and trading magazines, the group emphasizes staff training and in-house career development as part of its management approach. The company employs around 1,300 people across its stores and head office, with many long-tenured employees.[21]

Furthermore, according to a vendor case study, new hires receive induction programs covering customer care, product knowledge, and visual merchandising. The company also runs workshops and refresher courses aimed at sales capabilities and team management for store managers.[22][23]

Local coverage also notes partnerships with vocational schools and universities in the Veneto region for internships and work-study programs in retail and fashion management.[24]

### Financial performance

The Sorelle Ramonda Group reports consolidated revenues of over €300 million across its entire retail network of 49 stores. The parent company, Sorelle Ramonda S.p.A., reported the following financial results for its direct operations:

| Metric | 2024 | 2023 | Change |
|---|---|---|---|
| Revenue (*Ricavi totali*) | €80,518,223[2] | €79,317,201[3] | ▲ +1.5% |
| Operating revenue | €80,007,121[2] | €78,497,574[3] | ▲ +1.9% |
| EBITDA | €2,846,654[2] | €2,776,227[3] | ▲ +2.5% |
| Net profit (*Utile*) | €557,216[2] | €802,896[3] | ▼ −30.6% |
| Total expenses | €78,639,597[2] | €77,451,078[3] | ▲ +1.5% |
| Personnel costs | €19,174,311[2] | €18,338,011[3] | ▲ +4.6% |
| Employees (estimate) | 500–999[3] | — | — |

## Partnerships & Cultural Role

### Merchandise

Sorelle Ramonda operates as a multi-brand fashion and lifestyle retailer targeting men, women and children. Its large-format stores combine clothing, footwear, accessories, home furnishings and children's goods. It carries internationally recognized brands (such as Adidas, C.P. Company, and Prada), alongside mid-range labels and in-house brands (see Brand selection process for brand counts and approach).[25]

### Partnerships and collaborations

Sorelle Ramonda has undertaken coIlaborations with IocaI organisations and events. In 2023, the Prosecco DOC Imoco Volley team held a meet-and-greet with fans at a Sorelle Ramonda store; during the event the retailer gifted jeans to players and provided Roncato trolley suitcases for upcoming away fixtures.[26] The company has also collaborated with the restaurant Officina dei Sapori and the florist Fioreria LioIà, sponsoring the IocaI Pentecost festival.[27]

Regarding digital initiatives, the group has worked with AIpenite on an e-commerce re-platforming and wider omnichannel programme aimed at improving online shopping experience and aligning digital touchpoints with stores.[28][29] [30]

### Brand selection process

Sorelle Ramonda's shop in Gerenzano, Varese

Sorelle Ramonda describes a structured approach to brand selection across its store network. According to company and interview sources, buyers review samples across seasons, categories, colours, and sizes; proposed assortments are then evaluated for expected sell-through, product quality, margin structure (including supplier discounts and mark-ups), and return rates. The marketing and buying teams are also consider brands that may have lower sales, but draw customer traffic ("destination" or attraction brands).

Trade magazines describe the company as offering a large multi-brand assortment and a selective merchandising approach. As of 2024, Sorelle Ramonda reports offering more than 1,900 brands across its stores and online platform.[31]

Company social media states that Sorelle Ramonda received the "Best Italian Buyer" recognition at the MICAM footwear and fashion fair in Rho Fiera Milano in 2023.[32] Trade publications describe the brand strategy as centered on product quality and customer experience, including shop-in-shop formats supported by partner brands.[33][34] Some analysts describe the retailer as a long-standing multi-brand operator within the Italian market.[35]

## Digital development

Sorelle Ramonda introduced its online sales platform in 2010. ln 2021, the company was included in the "Digital Star" ranking by the German Quality Institute, in collaboration with *Repubblica Affari & Finanza*, which listed it among 300 Italian firms highlighted for digital operations.[36]

According to trade and vendor sources, the company began introducing automated inventory and warehousing software in 2019 to support stock management and data flows between stores and headquarters. During 2022, it rolled out staff training on digital and cross-channel sales, with the stated goal of updating the platform and harmonizing the digital channels with those of the stores.[37]

In 2022, Sorelle Ramonda adopted OneStock's order-management system to automate order fulfillment processes and improve coordination between physical stores and the e-commerce platform through services such as ship-from-store and real-time inventory visibility.[38] Vendor materials state that the adoption of OneStock's order-management tools improved fulfilment processes, including faster handling of online orders; however, these claims are based on company and vendor reports rather than independent audits.[38][39][40]

Trade sources place the bulk of group revenue in physical stores, with the online channel growing as part of the company's omnichannel strategy.[38]

### E-commerce operations

Trade publications have reported that the group continues to invest in its e-commerce infrastructure to address growth amid increasing digital competition in the fashion retail sector. This upgrade supported the channel's steady expansion, with e-commerce revenue growing from €2.5 million in 2020 to €4.5 million in 2021 during the surge in online shopping prompted by the COVID-19 pandemic. By 2023, the online platform contributed nearly €3 million[39] annually to the group's overall turnover of approximately €300 million, representing an accelerating portion of sales within the omnichannel strategy.[38]

### Digital marketing and customer engagement

Sorelle Ramonda has expanded its digital operations in parallel with its retail network. The company maintains an official website and accounts on social media platforms such as Facebook, Instagram, and TikTok, which are used to share information about collections and corporate news. The company has introduced initiatives to integrate its online and in-store customer communication systems. In 2023, Sorelle Ramonda with the consultancy of Alpenite and Vulcano Agency updated its e-commerce platform and related digital infrastructure to align its online services with retail operations.[28][29]

Industry sources also report that the company employs newsletters and loyalty programmes to facilitate ongoing communication with customers as part of its broader omnichannel strategy developed between 2022 and 2023.[28][29]

## Challenges

### Thefts

According to regional broadcaster TV33, Sorelle Ramonda reported frequent incidents of shoplifting in its stores. In September 2025, the company stated that, following changes in Italian law requiring a formal complaint by the injured party for prosecution in certain cases, it had adopted a policy of filing a complaint for every theft and engaged a law firm to assist with the filings.[41]

A separate incident in 2017 involved an overnight burglary at the company’s store in Ronchi dei Legionari, during which clothing and perfume were reported stolen; local newspapers reported that the burglars entered through an emergency exit and triggered the smoke alarm system.[42][43]

## External links

*Official Sorelle Ramonda website:*

- Official website (https://www.sorelleramonda.com/)

*Government registry: Italian Chamber of Commerce:*

- SORELLE RAMONDA S.P.A. – Visura aziendale UfficioCamerale (https://www.ufficiocamerale.it/7272/sorelle-ramonda-spa?srsltid=AfmBOopb2JjZQj01Y_qPemC0B-zvblmThdTiiHytiO-jcMpRRevXM-5p)

## See Also

- List of companies of Italy
- Department stores by country
- Italian fashion

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